

## CLAIMS:

1. A communications system comprising:

5 a transmitter beacon for transmitting a plurality of alert signals to wireless receivers within range of the beacon, each alert signal being provided for prompting an alert message of the transmitter beacon; and

10 a wireless receiver which stores interpretation data, selected interpretation data being used when an associated alert signal is received, thereby to generate the associated alert message at the mobile wireless device.

2. A communications system as claimed in claim 1, wherein the interpretation data comprises sound or image files.

15 3. A communications system as claimed in claim 1, comprising:

a first group of beacon devices for wirelessly broadcasting data, the wireless receiver being for receiving data from the beacon devices of the first group,

20 wherein at least one of the beacon devices of the first group is arranged to provide the interpretation data to the wireless receiver to enable the wireless receiver to interpret signals from the beacon devices of the first group.

4. A communications system as claimed in claim 3, further comprising a second group of beacon devices for wirelessly broadcasting data, wherein the at least one wireless receiver is for receiving data from the beacon devices of the first and second groups and wherein at least one of the beacon devices of the second group is arranged to provide interpretation data to the wireless receiver to enable the wireless receiver to interpret signals from the beacon devices of the second group.

5. A communications system as claimed in claim 3, wherein the at least one of the beacon devices of the first group of beacons are arranged to receive data relating to the identity of the wireless receiver during the provision of the interpretation data.

6. A communications system as claimed in claim 5, wherein the at least one of the beacon devices of the first group of beacons comprise means for passing the data relating to the identity of the wireless receiver to the other beacon devices of the respective group of beacons.

7. A communications system as claimed in claim 5, wherein the data relating to the identity of the wireless receiver comprises the identity and/or profile information concerning the wireless receiver.

8. A communications system as claimed in claim 5, wherein the other beacon devices of the first group of beacons each comprise filtering means to filter potential messages in dependence on the data relating to the identity of the wireless receiver.

9. A communications system as claimed in claim 1, wherein the interpretation data comprises content which can be displayed during a connection procedure.

10. A communications system as claimed in claim 1, wherein each beacon device is for broadcasting data using the Bluetooth protocol.

11. A method of providing information to a mobile receiver from a beacon device, the method comprising:

providing interpretation data to the wireless receiver to enable the wireless receiver to interpret signals from the beacon device; and

providing a signal from the beacon device when the wireless receiver is within range of the beacon device, the wireless receiver interpreting the signal using the interpretation data.

5           12. A method as claimed in claim 11, wherein the beacon device is one of a group of beacon devices, and wherein the interpretation data is provided to the wireless receiver from a second beacon device when the wireless receiver is within range of the second beacon device.

10           13. A method as claimed in claim 11, wherein the interpretation data is provided to the wireless receiver during a preload operation remote from the beacon device.

15           14. A method as claimed in claim 13, wherein the preload operation is carried out over the internet.

            15. A method as claimed in claim 11, wherein the interpretation data comprises sound files.

20           16. A method as claimed in claim 11, wherein the signal is provided using the Bluetooth protocol.

            17. A method as claimed in claim 16, wherein the signal is provided as a data field within the Inquiry signal of the Bluetooth protocol.

25           18. A method as claimed in claim 11, wherein the wireless receiver is movable between a plurality of groups of beacon devices, and wherein the method comprises:

30           providing interpretation data from a first beacon device within each group to the wireless receiver when the wireless receiver is within range of the first beacon device; and

providing a signal from a second beacon device within the group when the wireless receiver is within range of the second beacon device, the wireless receiver interpreting the signal using the interpretation data.